

# IMPACT OF ANIMAL WELFARE ON THE LABELING OF PORK MEAT

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## OBJECTIVES

- A. Investigate the impact of animal welfare on the labeling of pork, the current state of the market and its application by food companies.
- B. Compare the technical-legal bibliography with the actual information in the market.
- C. Evaluate the most appropriate way to label the information regarding animal welfare in pork, considering the needs of the consumers and the current technical-legal situation.

## FIELDWORK

SAMPLE: 10 SUPERMARKETS

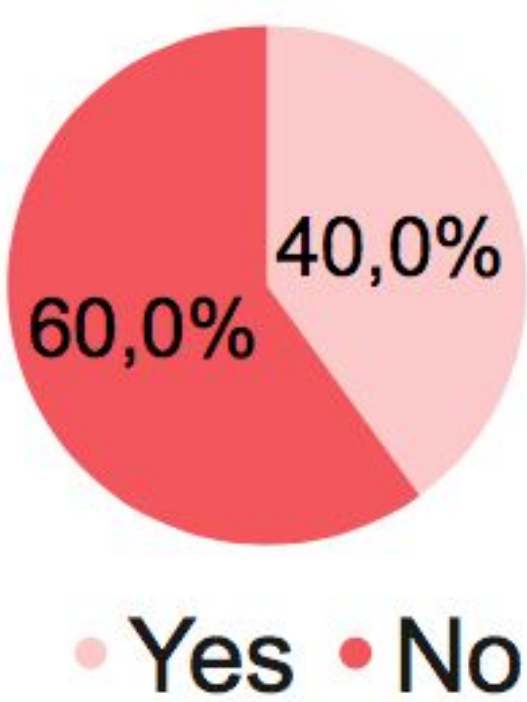


Table 1. Types of information in the labels.

Animal welfare properties	Type of feed (cereals)	Wellness certification	Animal breeding system (outdoors, on the ground)	Ecological	Raised without antibiotics
Nº of labels	3/10	2/10	1/10	1/10	1/10

Figure 1. Labels of pork meat with animal welfare information in the market

## LEGISLATION

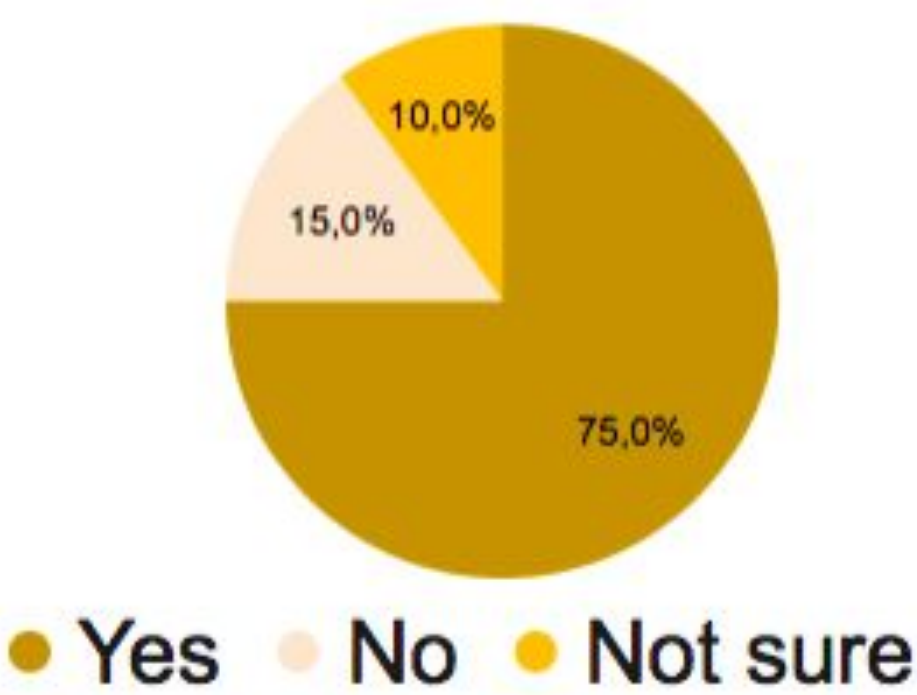
Labeling of pork meat and animal welfare  
RD 1334/1999  
R1169/2011  
RD 4/2014  
RD 474/2014

Animal Welfare  
Directiva 2008/120/CE  
RD 1135/2002  
RD 306/2020



## Consumer survey

Have you seen a label with animal welfare information?



Properties required for animal welfare labeling

- Feeding
- Place of origin
- Breeding method
- State of health
- Space
- Hygiene
- Temperature
- Slaughter of the animal

## MARKET STUDY

Figure 3-4. Examples of labels in the market.

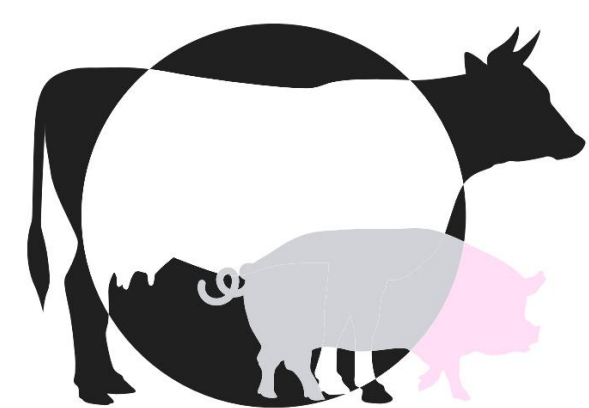


Figure 5. ClearFarm's logo (<http://www.clearfarm.eu>)

Table 2. Classification by price to verify the information of the technical and legal review, with the labels of pork and eggs.

		Caprabo	Cal Atmeller	Lidl	Bon Preu	Veritas	Condis	Sorli Discau	Carrefour	Consum	Bon Area
MANDATORY	Place of origin	x	x	x	x	x	x	x	x	x	x
	Date of minimum durability	x	x	x	x	x	x	x	x	x	x
	Net quantity	x	x	x	x	x	x	x	x	x	x
	Conditions of conservation	--	x	--	x	x	x	x	x	x	x
VOLUNTARY	Self imposed labels (brand)	x	x	x	--	x	--	--	--	--	--
	Feeding system	x	x	--	--	x	--	--	--	--	--
	Stunning information	--	--	--	--	--	--	--	--	--	--
	Description of active quality differentiation by category	--	--	--	--	--	--	--	--	--	--
	Welfare classification system	--	--	--	--	--	--	--	--	--	--
	Public free subscription schemes	--	--	--	--	--	--	--	--	--	--
	Farm management	--	--	--	--	--	--	--	--	--	--
	Transport information	--	--	--	--	--	--	--	--	--	--
	Housing system	--	--	--	--	x	--	--	--	--	--
PRICES x kg (€)		13,2	11,5	11,4	11,2	9,9	9,9	7,7	6,5	5,9	5,5

## CONCLUSIONS

- In Europe and Spain, animal welfare on livestock farms is regulated but not its labeling.
- Labels that contain information on animal welfare comply with higher than legal requirements such as: type of feeding, method of breeding and the use of antibiotics.
- Certifications have increased and confirm that the legislation is complied with.
- Most products that have some certification on their labels have a higher price.
- The Information was found in several categories: breeding system, type of feeding and animal welfare certification, which according to authors and the results of the consumer survey, are the most demanded and will increase in the future.
- Less than half, of the pork meat labels, had some kind of animal welfare information. Due to this percentage, the welfare labeling area in pork has a high growth power.